

Date: 04/05/2021

Subject: Bottled Water Consumer Promo

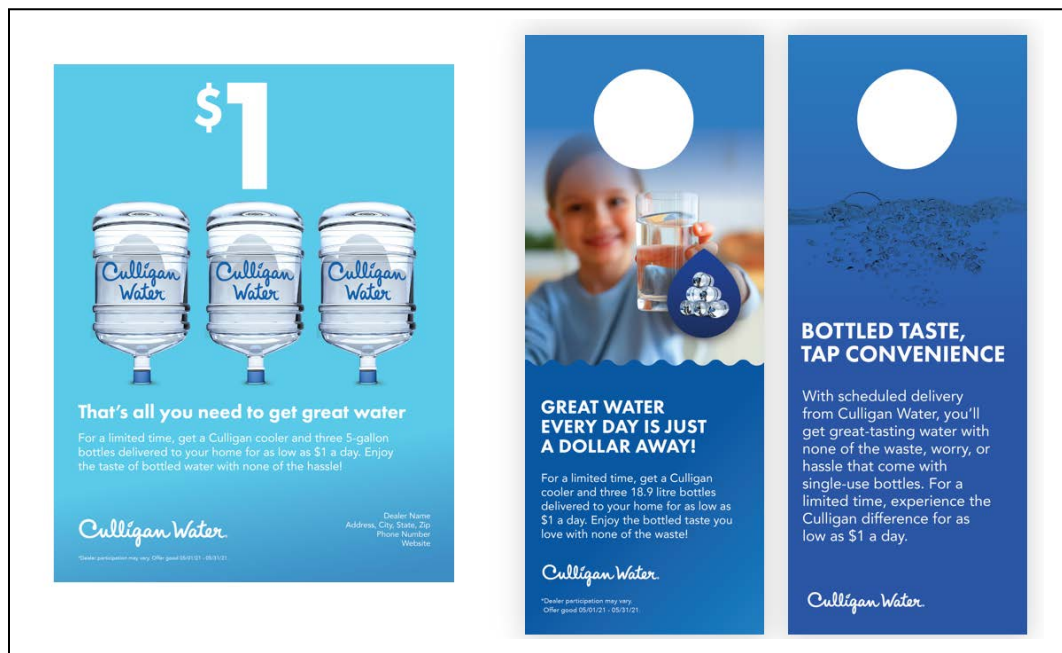
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Please forward to the appropriate people within your organization

ATTN: DEALERS, GENERAL MANAGERS AND SALES MANAGERS

SUBJECT: BOTTLED WATER CONSUMER PROMOTION – “AS LITTLE AS \$1 A DAY”

A new Bottled Water promotion will **launch on May 1st** and run through **May 31st**. Dealers have expressed a strong interest in promoting the bottled water business, so we’re excited to announce this consumer promotion. Working with the MSC and our agency partners, a very simple, yet compelling offer has been developed. For **“as low as \$1 a day”** consumers can get a standard cooler and three five-gallon or 18.9 litre bottles. The standard disclaimer, **“dealer participation may vary”** applies.



Nationally, the offer will be promoted through paid social (Facebook and Instagram) and consumers will be driven to the scheduler page on Culligan.com to request an appointment. Additionally, flyers, door hangers, dealer page banners and other types of marketing collateral will be available on Marketing Central by **no later than next Mon, Apr 12th**. See above for an example of the campaign look and feel.

If you have any questions, please don't hesitate to reach out at 847-430-1452 or via e-mail at ervin.rokosh@culligan.com.